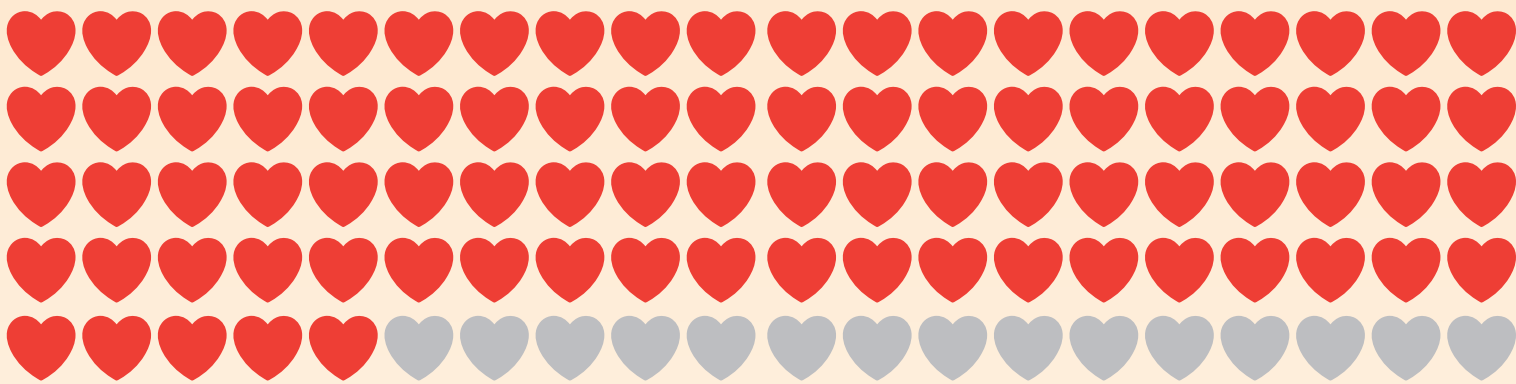


MAJOR FINDINGS: CHARITABLE GIVING IN THE HOTEL INDUSTRY

Service is key to our industry's success and it doesn't stop at guest experience.

Through financial contributions, in-kind donations and volunteerism, hotels take pride in being an active and positive force in the communities they serve.



85%

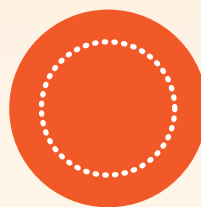
CHARITABLE GIVING
85% of hotels contribute to charity.



VOLUNTEER HOURS

Well over half (61%) of hotel employees volunteer hours to charity.

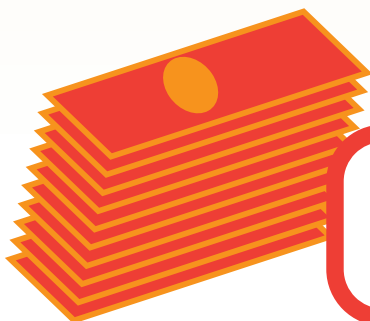
61%



72%

IN-KIND DONATIONS

Nearly three quarters (72%) of hotels make in-kind contributions of room nights, meeting space, goods or services.



31%

CASH DONATIONS

In addition to other hotel giving, 31% of hotels contribute cash directly to charities.

